

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANIES, INC.
Ad No. 345-A4 - (GENOA LIGHTUP) - Req. No. H93454 - Page, 4/c Bleed - (8 3/4 x 11 1/2 inches)
Printed in U.S.A.
National Magazines, 1986
(604)

*Ultra fresh.
Ultra smooth.
Ultra flavor.*

Discover where today's
smokers are heading.

Merit
Ultra Lights



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Kings: 5 mg "tar," 0.6 mg nicotine - 100's: 5 mg "tar,"
0.6 mg nicotine av. per cigarette, by FTC method.